



From left: LECS Director Imran Hassan, Ministry of Industry and Commerce Additional Secretary — Policy Development Asitha K. Seneviratne, Sri Lanka Export Development Board Chairman and Janaka Ratnayake, Boat Building Technology Improvement Institute Lanka Chairman Neil Fernando and Boat Building Technology Improvement Institute Lanka Managing Director Gamini Herath — Pic by Daminda Harsha Perera

20,000 buyers expected at South Asia's largest boat show

By CASSANDRA MASCARENHAS

EXPECTED to attract over 20,000 buyers this time around, Boat Show Sri Lanka 2012, South Asia's largest international boat show, will commence on 18 May for the third consecutive time, organisers said on Tuesday.

The show, which will be staged at the Sirimavo Bandaranaike Memorial Exhibition Centre, will play a vital role in furthering the expansion of the boating industry which has been earmarked as a sector of high growth, estimated to reach a value of half a million dollars by 2015.

Boat Show Sri Lanka 2012 will feature around 40 exhibitors and is set to bring in new dimensions of boating activity to the leisure and adventure-hungry Sri Lankan market by showcasing modern technologies and methods which would in turn boost the booming tourism industry. This will be introduced to the Sri Lankan public through boat manufacturers, accessory suppliers, service providers and a host of other related sub-industries.

"We staged a very successful Expo 2012, which attracted over 1,000 serious buyers of which nearly 30 were serious visitors from 17 different countries interested specifically in the boat industry in Sri Lanka. Expo also gave a chance for Sri Lankan boat builders to exhibit their new boat designs and now with Boat Show 2012, we are trying to market it internationally," stated Export Development Board Chairman Janaka Ratnayake at the official launch of the event held on Tuesday.

The boating industry experienced slow growth in 2010 with revenues of just US\$ 59 million but picked up in the following year, recording a growth rate of over 150 per cent by posting revenues of US\$ 149 million. The three-day event for the first time will also feature a boating conference this year which will be held on 19 May and will host a line-up of esteemed international speakers to address the gathering.

Boat Building Technology Improvement Institute Managing

Director Gamini Herath asserted that the Boat Show would serve a dual purpose — to generate the expansion of export earnings and the expansion of the local boating industry itself.

"Over the past 30 years we have not had any growth in the local market and this year we will be concentrating more on the expansion of the local market and the promotion of investment in new areas. We are also aiming for the promotion of investment in marina development as no country can develop their boat industry without marinas," he explained, adding that China, one of the biggest exporters of boats, is looking to build 500 marinas by 2020.

Herath also assured that foreign investment entered the sector with several companies with interests in Sri Lanka's boat industry coming into the country.

"We need to increase boating activities in the country by promoting leisure boating to catalyse the demand in the local market. The development of marinas is also a huge task for the Government as it is not an easy thing that can be handled by the private sector alone but needs the support of the State," said Herath.

He also noted that Sri Lankan boat builders compete with European builders, which shows the skill of the country's builders in relation to highly sophisticated craft. However, he did admit that the industry is restricted by the lack of access to waterfronts, which are currently under State jurisdiction, as a result of which construction of larger vessels and steel construction cannot be undertaken.

The Boat Show has been organised by the Boat Building Technology Improvement Institute (BTI) in conjunction with its long time partner, the Lanka Exhibition and Conference Services, supported by the Ministry of Industry and Commerce together with the Sri Lanka Export Development Board. The show is expected to reach new heights this year and create a major step towards making Sri Lanka one of the most sought-out boating hubs in the region.

CIMA Business Brief today

DR. Nitin Pangarkar, author of 'High performance companies: successful strategies from the world's top achievers' will lead a CIMA Business Brief titled 'Secrets of high performance companies'. This talk will discuss some of the key ideas from the book. Starting with the need for a book for a simpler treatment of strategy (principle or rules-of-thumb based rather than framework-based) and some of the book's salient characteristics (such as diverse examples, high readability), we will go on and discuss the approach of the book and a sample principle proposed in the book. The talk will include short case studies of well performing companies and the strategies they have deployed to achieve superior performance.



Dr. Pangarkar received his PhD from the University of

Michigan in 1993. He teaches strategy and international business courses in the BBA, MBA and Executive MBA programs at the National University of Singapore. He is currently serving as Associate Professor and Academic Director of National University of Singapore's MBA Program. Previously, he has held academic positions at the University of Minnesota, USA and the Helsinki School of Economics, Finland. His research interests lie in the areas of strategic management and international business—specifically cross-border strategic alliances, mode of entry and global strategy.

The Business Brief is scheduled to take place today, 11 May, at the CIMA Auditorium, Colombo 5. A limited number of the book 'High performance companies: successful strategies from the world's top achievers' will be on sale at the venue. Registration for the business brief is now being accepted through email on businessbrief.srilanka@cima-global.com.

Nestlé increases milk collection

NESTLÉ Lanka, Sri Lanka's largest private sector collector of fresh milk, announced that it has increased its local fresh milk collection by over 45% (YoY) during the period January to April 2012.

With the local dairy industry registering a big increase in milk production across the country, Nestlé has grown its fresh milk collection accordingly during the first four months of 2012 to meet this considerable increase in supply.

"Our milk processing facility in Kurunegala is now running at its full capacity due to our increased intake of milk and we are continuing to purchase as much milk as we can to support our local dairy farmers. We will

continue to operate at maximum capacity for fresh milk processing," said Nestlé Lanka PLC Managing Director Alois Hofbauer.

Nestlé operates on the concept of 'Creating Shared Value' (CSV), where it is strongly committed to mutually benefit the people of the communities it operates in. Identifying rural development as one of the core pillars of 'Creating Shared Value' for Nestlé and society, it has played a leading role in dairy sector development in Sri Lanka.

The company has been engaged in supporting the Sri Lankan dairy sector since the early 1980's and has worked closely with the government and farmers over the years to promote good

dairy farming practices such as cattle feeding and breeding, animal health and farm management. Nestle further assists farmers by providing vital equipment, medicine and subsidies.

The company has also established crucial infrastructures and networks such as milk chilling centres and milk collection points across the island to facilitate local fresh milk procurement.

Nestlé Lanka has made intense and determined efforts to procure as much fresh milk as possible from the North and East to help develop these areas in line with the Nagenahira Navadaya and Uthuru Wasanthaya programs. Notable mentions are the chilling centres opened by Nestlé in Jaffna,

Kilinochchi, Mallavi and Oddusudan, which were the first ever to be established in those areas in 30 years.

Honoured for their immense contribution in developing the local dairy industry, the company was awarded a Swarna Lanka Award by Speaker of Parliament Chamal Rajapaksa on behalf of the Independent Mass Communicators Organisation in late 2010. "The successful and sustainable development of the local dairy industry remains a key focus for us. We contributed over Rs. 2 billion to the rural economy last year by way of milk purchases alone, and hope to continue to give back to the rural economy in the same way in 2012 as well," stated Hofbauer.

AMW tops in Eicher tipper sales

THE VE Commercial Vehicles Limited of India recently held their awards ceremony to evaluate and encourage their Eicher sales agents' worldwide, at the Jumeirah Beach Hotel-Dubai.

At that ceremony, the Associated Motorways Limited (AMW) was selected as the sales agent with the Highest Eicher HD Tipper sales Overseas for the year 2011. All authorised Eicher sales agents worldwide were evaluated and AMW Sri Lanka was selected for the Highest Eicher HD Tipper sales-overseas award above them all.

Speaking about this achievement, AMW Sales Manager (Eicher) Mahendra Rajapaksa

VE Commercial Vehicles Company, CEO Vinod Agarwar and Mrs. Agarwar presenting the award for the Best Overseas Sales Agent to AMW General Manager Suneth Sudasinghe

said, "AMW started importing Eicher buses and trucks manufactured by the well-known Indian company, Eicher Motors, in the year 1996. In 2008, the world renowned Swedish company Volvo,

entered into a manufacturing and trade agreement with the Eicher Company of India and became the VE Commercial Vehicle Company. From then onwards, the VE Commercial Vehicle Company of India, introduced buses, trucks and tippers that are economical on fuel, hardy and more efficient under the trade name Eicher on very economical prices. AMW imports and sells those vehicles in Sri Lanka. AMW achieving the first place among overseas sales agents is a great victory for us."

OVER 700 Toastmasters from South India and Sri Lanka will converge in Colombo to attend the Toastmasters' District 82 Annual Conference — 'Ovation 2012' to be held from 25 to 27 May. Sri Lanka gets the opportunity to host this mega conference once in three years.

Aptly themed 'Build confidence... transform yourself... learn the art of effective speaking towards self actualisation' the conference will be ceremonially inaugurated on 25 May at the state-of-the-art Musaeus College Auditorium under the aegis

of Toastmasters International President, Distinguished Toastmaster (DTM) Michael Notaro, who will be the Chief Guest at the ceremony. Over 1,000 attendees including 700 Toastmasters from India and Sri Lanka and invitees from around Sri Lanka including corporate leaders, school principals, teachers, students of schools and universities have been invited to this ceremony. The conference will feature an interesting line up of educational sessions, which include a presentation by Rory Vaden, world renowned self-de-

cutive strategist and runner up of the Toastmasters' World Championship of Public Speaking in 2007.

The District Level International and Table Topic Speech Contests will be another highlight where over 36 best orators from South India and Sri Lanka will be competing having qualified at club, area and division level contests. The International Speech Contest will be the high point of the conference as the winner will represent District 82 at the annual Toastmasters' World Championship of Public Speaking Contest — the

Olympics of Oratory — in Orlando, USA in August 2012.

Ovation is also a forum that promotes fellowship and networking amongst Toastmasters across the District spanning Sri Lanka and South India.

The conference will facilitate building lifelong relationships amongst Toastmasters and their families. The fun night planned for 26 May evening at Lighthouse Galley has been organised to foster friendship and camaraderie among Toastmasters from India and Sri Lanka.



Technical Consultant Dr. M. G. M. U Ismail and students who attended the seminar

CCC seminar on 'Ceylon Tea: Today and Tomorrow'

THE Sri Lanka-Benelux Business Council of The Ceylon Chamber of Commerce (CCC) will organise a seminar on 'Ceylon Tea – Today and Tomorrow' on Monday, 14 May from 3.30 to 5.30 p.m. at the Ground Floor Auditorium of CCC, 50, Nawam Mawatha, Colombo 02.

Guest Speaker Sri Lanka Tea Board Chairperson Janaki Kuruppu

will address the gathering based on the Sri Lanka Tea Board's new strategy to involve all Sri Lankans in value addition in tea.

Ceylon Tea will be promoted in all business areas such as hospitality, gems and jewellery, travel agents, inbound and other hosts. Kuruppu is also the Chairperson of the Mother Lanka Trust and the Advisor on Food

Security.

Kuruppu has had an illustrious career of over 20 years in variety of industries, which covers research and consultancy, agri-business, food manufacturing, retailing, manu-

which was held to commemorate seven years of partnership between the University and Tokyo Cement, featuring two prominent key note speakers – Technical Consultant Dr. M.G.M.U. Ismail and

Consultant Engineer Mouli Gunaratne. The seminar was conducted at the E.O.E Pereira Theatre and well-attended by nearly 400 Final and third year Civil engineering undergraduates.

banking, academics, media and engineering and held Director positions at Commercial Bank, Sathosa and Cargills Ceylon PLC and Managing Director of the Neilsen Company.

Strategic oil reserve for Japan in Hambantota

A Sri Lankan consultant had proposed a massive strategic oil reserve project for Japan in the Hambantota District as far back as 1993. The proposition was advanced in the aftermath of the first Gulf war during the Bush Sr. administration.

The proposal had been sent to the Ministry of Foreign Affairs Japan by Srinath Fernando

acting alone as a Strategic Consultant. Fernando says that his proposal still carries a lot of weight in view of the ever-growing strategic importance of the Persian Gulf. Iran has already declared that in the event of a war breaking out it would resort to closing down the Hormuz Strait. Japan heavily relies on oil imports from the Persian

Gulf. The size of the oil reserve is meant to serve Japanese industries for six months and in physical terms this would have been a mammoth strategic project had it been recognised at that time. Fernando had even envisioned creating a separate Coast Guard and upgrading Sri Lankan marine facilities in his proposal.

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